



NEW JERSEY

Association of State Colleges and Universities

150 West State Street, Trenton NJ 08608

Phone (609) 989-1100

QuickTakes!

William Paterson Launches the Nation's First Graduate Degree in Professional Sales for Working Executives

January 21, 2018

The first graduate sales degree in the nation, an Executive Master of Science in Sales Leadership, has been launched at William Paterson University to prepare executives to advance to strategic leadership roles that require a customer-focused perspective.

The accelerated, 11-month online and weekend program is designed to help executives meet the growing demands of business where buying decisions are increasingly analytical. The program, offered through the University's Cotsakos College of Business in its Russ Berrie Institute for Professional Sales, is 65 percent online and includes six face-to-face weekend residencies with presentations from experts in academia and industry.

"In sales, there is a huge emphasis on data-driven decision making, and our master's program will give students business acumen and a keen proficiency in analytics," said Prabakar Kothandaraman, professor and chair in the Department of Professional Sales, and executive director of the Russ Berrie Institute for Professional Sales. "As a result, graduates will know how to align their sales strategies with corporate strategic vision – putting themselves in high demand for greater leadership roles," he said.

"This master's degree in sales leadership is the latest addition to our business graduate programs at the University's Cotsakos College of Business," said Siamack Shojai, dean of the Cotsakos College of Business. "It is expertly designed to meet the workforce development needs of New Jersey and beyond."

The program offers coursework in strategic sales leadership, financial and business acumen, sales analytics, and sales planning and process. One third of the program will focus on a real-life project relevant to the student's organization. Weekend residential programs at the University's Wayne, NJ campus include topical lectures by experts, peer-to-peer discussions, and hands-on leadership and sales management proficiency development. Students will participate in sales role-plays, simulations, boardroom presentations, and team exercises.

www.njascu.org

*The College of New Jersey
Kean University
Montclair State University*

*New Jersey City University
Ramapo College of New Jersey
Rowan University*

*Stockton University
Thomas Edison State University
William Paterson University*

Founded in 2003, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University (WPU) is a nationally recognized leader in educating students for rewarding and successful careers in sales. WPU offered the first dedicated bachelor of science degree in professional sales in the country. RBI's National Sales Challenge and career fairs attract top sales students and employers throughout the United States.

Candidates may apply immediately to enroll in the Executive Master of Science in Sales Leadership. Applications must be received no later than July 1, 2018 for the fall semester. For more information, contact Michael Yakubov, director of graduate admissions at 973-720-2678 or yakubovm@wpunj.edu.